

SCANIA

# GULF NEWS

## STRENGTH IN WASTE MANAGEMENT

Get the gist on Scania's success in waste management in the Gulf region this year. Page 4





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# SCANIA

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## FOREWORD

**DEAR PARTNERS,**

When summarizing 2016, we can see a very volatile period. We had months with record high deliveries but also some months with the opposite. For 2016, Scania will reach a total volume of 1,270 new trucks delivered in the Gulf region. This is a growth of 10% vs 2015. Scania has managed to increase its market share in a very challenging market environment. The total market for heavy trucks is down in Gulf region. This is mainly driven by the downturn in oil & gas, and the lower construction activities in the region. Despite that, Scania has achieved all time high deliveries in Abu Dhabi and Saudi Arabia. Dubai has, for the third consecutive year, reached deliveries above 400 units which again underlines Al Shirawi and Scania's strong position in Dubai and northern Emirates.

One segment that Scania has been focusing on is the waste management. During 2016, we have delivered more than 200 units to customers like Bee'ah in Abu Dhabi and Sharjah, Lavajet (Al Ain) ; and Imdaad and Dulsco in Dubai. We have outstanding feedback from these customers as to Scania's uptime in combination with excellent operational characteristics and the low fuel consumption. Some of the trucks are equipped with Scania's Euro 4 engines which is new for our region. With the introduction of Scania oil in 2017, we are aiming at longer service intervals and by this we are achieving greater savings and higher uptime for our customers.

Scania Credit's efforts in establishing cross border financing are now giving results. Scania Credit has delivered trucks to the first customers through the

cross border financing program in Abu Dhabi, Dubai, and Qatar. Scania Credit is now intending to take this offer further to Oman and Saudi Arabia.

SME's increased focus on the engine business is starting to materialize. One project that I would like to highlight is the deal with DP World where Scania V8's were tested for the crane operation. Results from this first test lead to an order of two new V8's from DP World.

We have sold our first Scania Touring coaches in Dubai and Abu Dhabi, Emirates airlines is one of the operators of Scania Touring. In Qatar, ARACO closed one of our biggest bus orders in the Gulf region. There will be 32 Scania Marcopolo Viaggio buses delivered during 2017 to serve staff from Qatar Petroleum.

Our focus on developing the service network continues, today we have more than 80% of our workshops DOS4 (Dealer Operating Standard) approved. We are aiming to reach 100% during 2017.

Finally, I would like to take this opportunity to thank every Scania colleague working at Al Shirawi, Bin Brook, GCC Olayan, Araco Al Fardan, SATA, NETTS and also Scania Middle East. Thank you for all your efforts in developing our common business during 2016. I look forward to another year of working together as one team and taking on the challenges that we foresee in 2017.

Please let me wish you all a Happy Holiday and a very Happy New 2017.

**Ozcan Barmoro**  
Managing Director  
Scania Middle East FZE



# TOTAL RELIABILITY

## STRENGTH IN SCANIA'S WASTE MANAGEMENT

When you depend on reliability for start-stop operations, you need engineering of the highest standard. Scania vehicles maximise uptime and always come with predictable maintenance requirements. The robust Scania chassis ensure optimised life-cycle cost in this heavy application. Scania's dedicated chassis adaptations in the waste handling segment mean that long-term durability and profitability are secured.

Waste handling is characterised by intensive daily use with many stop-and-go sequences, putting special demands on driver comfort, engine performance and gearchanging systems. From an ergonomics and handling point of view, both automatic transmissions and the automated Scania Opticruise are perfect op-

tions for these stop-and-go applications. Since these vehicles often operate in urban areas the demands are high on manoeuvrability, turning circles and low noise.

The vehicles for refuse collection and garbage disposal vary and have different bodies for different tasks, e.g. side-loaders, front-loaders, rear-loaders, skip-loaders, hook-lifts, etc. Communication between the vehicle and the often technically complicated body is vital.

In the Gulf region, Scania has successfully established its stance with renowned clients in waste management industry. Kicking off this strength and opportunity is Scania's expert partner in Dubai, UAE.



Officials from Dubai Municipality with their fleet of Scania refuse collection trucks.

**“SCANIA'S DEDICATED CHASSIS ADAPTATIONS IN THE WASTE HANDLING SEGMENT MEAN THAT LONG-TERM DURABILITY AND PROFITABILITY ARE SECURED.”**

## STANDARD OPTICRUISE

Scania Opticruise is an automated gear-changing system that ensures the correct gear is always selected, thus optimising fuel consumption and reducing stress on the powertrain. It is a standard feature in all Scania Gulf tractors, and now it will also be standard in all Scania Middle East stock pipeline models such as long chassis, mixers and tippers.

The standardization of the Scania Opticruise in Scania Gulf tractors gradually increased the market share during last years. Additionally, the benefits of this Scania special system yielded high customer appreciation and now being requested by the majority of customers.

The Scania Opticruise is available with either a fully automated version or a classic clutch pedal suitable for specific operations. Multiple driving modes can be specified to deliver the correct strategy for different conditions.



Scania's refuse collection truck on its start-stop operation across the residential areas in the city of Abu Dhabi.

To date, Al Shirawi Enterprises had sold around 300 waste handling trucks. Following this strength in customers' preference, within this year alone, Scania delivered almost 200 of its waste handling trucks in UAE. Over half of this quantity was delivered by Scania's trusted partner in Abu Dhabi, Bin Brook Motors & Equipment.

### HEAR FROM THE EXPERTS: WHAT CONTRIBUTED TO YOUR SUCCESS IN SELLING SCANIA FOR WASTE MANAGEMENT?



Mr. Samir Salamoun, General Manager - Commercial Vehicles, Al Shirawi Enterprises



Mr. Walid Eldessouki, General Manager, Bin Brook Motors & Equipment

*"We approached a local body-builder supplying waste management equipment and started designing some special combinations that suit the Dubai Municipality applications. When the tender was floated, we were ready with our specs, providing 3 years repair & maintenance contract including the superstructure, and that was the start. We won a tender of 43 units which gave us a strong reputation in the waste management sector. It gave Scania a big exposure as the vehicles were running in Dubai streets for more than 20hrs a day. Such created interests in Sharjah and Northern Emirates municipalities. Proudly today, Scania is the main supplier for waste management vehicles in Dubai & Northern Emirates."*

- Mr. Salamoun

*"The wide range of SCANIA product line, excellent flexibility of having different features, specifications variety and gearboxes modules, helped us meet the customers satisfaction. Additionally, we offered specifications of different chassis configurations to meet their different applications in the waste management projects in the Emirate of Abu Dhabi. The excellent delivery schedule from Scania factory was also a great factor of having enough time for body installation. Scania brand has been strongly reflected on customer's choice, and with Bin Brook after sales solutions and support, we became a partner with our clients enhancing the growth of their business."*

- Mr. Eldessouki

# SCANIA OIL IS HERE!



Oil is one of the most important components in your vehicles. But depending on where you operate, oil quality may vary considerably. That's why Scania's research laboratories started a special oil specification and testing programme in 1996. Unique, carefully conducted field tests helped us select a range of oils with the highest possible quality, specifically made to fit your vehicles and driving conditions – Scania Oil.

#### Benefits of Scania Oil:

- Optimised protection of Scania engine, axle and gearbox
- Optimised change intervals
- Minimised impact on after treatment system
- Minimised oil and fuel consumption
- Compliance with emissions legislation and minimised environmental impact

Scania Oil is now available in all Scania dealers in Gulf region and can be used for every Scania engine, gearbox and rear axle. Now, we have the perfect oil to fit your vehicle, powertrain components and driving conditions. This gives you security for your powertrain and peace of mind. ■

## SCANIA'S FRANCHISE STANDARDS

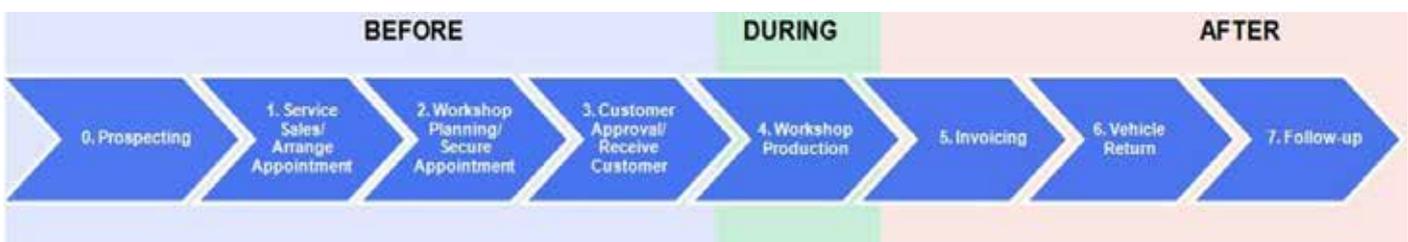
Scania Middle East partners are certified by Dealer Operating Standards (DOS) and are committed to provide customers professional support when selecting and operating products, give a correct and time efficient repairs, provide an excellent parts availability and a dedication to getting the job done right the first time, on time.

Scania Retail System (SRS) was introduced, trained and implemented in GCC region, the intention is to provide a platform to maintain the customer pledges as defined in the Scania Dealer Operating Standard. The SRS outlines and methods are tools to strengthen the processes and daily work with focus on working in a structured way, systematically applying continuous improvements and shortening lead times through elimination of waste.

Dedicated Customer Service (DCS) is a package of global standards and its implementation method which is part of the Workshop Business Process. The purpose with the package is to spread the good examples and enable the markets to start working with a pro-active approach in a systematic way.

The Workshop Business Process has been updated with a new phase call 0. Prospecting. This is to highlight the importance of being pro-active by having a better work and closer customer relations. Customer will benefit by saving administration time and increasing the uptime.

The implementation process of DCS in Gulf Region is ongoing (see the process illustration below). ■



## SEATRADE MARITIME MIDDLE EAST 2016

Scania Marine Engines showcased its offer of sustainable value and marine solution at the recent Seatrade Maritime Middle East exhibition, from 31 Oct to 2 Nov.

The interest from the marine community in Scania products was high both in regards to the new technical solutions and related services. Highlights included the new high power V8 engine together with the IMO III programme, which are the new benchmarks in the industry. ■



# SCANIA VALUE SELLING TRAINING

Value Selling is a program that aims to increase the awareness of customer needs to the sales force and connecting Scania vehicles and services benefits to their needs, so that customer can be well aware of the value he is getting while buying Scania vehicles and services.

The Value Selling program at Scania is an e-coaching training that runs for 12 months, In Gulf region Value selling programme has started with 87 participants from November 1st 2016.

Scania Middle East FZE will give the prizes for 1st and 2nd participants from respective business area who will finish the programme earliest.

The purpose is for the sales force to learn:

- How to prepare questions that lead the discussion towards customer needs
- How to prepare and express features and benefits to the customer
- How to calculate and express customer values. ■



Sales force learning the values for customers of Scania Gulf Tipper.

# SCANIA'S NEW IDENTITY LOGOS

The Scania symbol originates from the coat of arms for the Swedish city of Malmö, the birthplace of Scania. The eye-catching griffin at the centre of the symbol is a mythological creature, half bird and half lion dating back to 1437. The Scania brand identity has been designed to unite and modernise the brand expression and to support the desired brand image.

In 2016 the logotype was updated for the first time in 20 years, contemporised with a three dimensional finish of the symbol and a more distinct wordmark. Scania pursues a single brand strategy. The Scania brand is always the same, regardless of geographical market or product segment. ■



**SCANIA**

*The vertical Scania lock-up logotype is primary and should be used in all instances.*



**SCANIA**

*The horizontal lock-up logotype should be applied to formats where the vertical lock-up logotype is too small.*



*The new Scania symbol full-color, in three dimensional (3D) finish.*



Scania is introducing a new truck range, the result of ten years of development work and investments in the region of SEK 20 billion. With the new range, Scania is extending its offering and can now, thanks to its unique modular system, supply more performance stages, connectivity and a comprehensive palette of productivity-enhancing services as well as sustainable transportation solutions that are precisely customised for each type of customer in the highly competitive transportation industry. The promise is that Scania's customers will always be able to carry out their work in the most sustainable and profitable way, regardless of industry and area of application.

"Today we are not just launching a new truck range but also a unique, ingenious toolbox of sustainable solutions in the form of products and services that Scania is first in the industry to be able to deliver – and I feel I can claim this with confidence. We are focusing firmly on our main task: to give our customers the necessary tools for achieving profitability in the one business that really means something to them, namely their own," declares Henrik Henriksson, President and CEO of Scania. ■



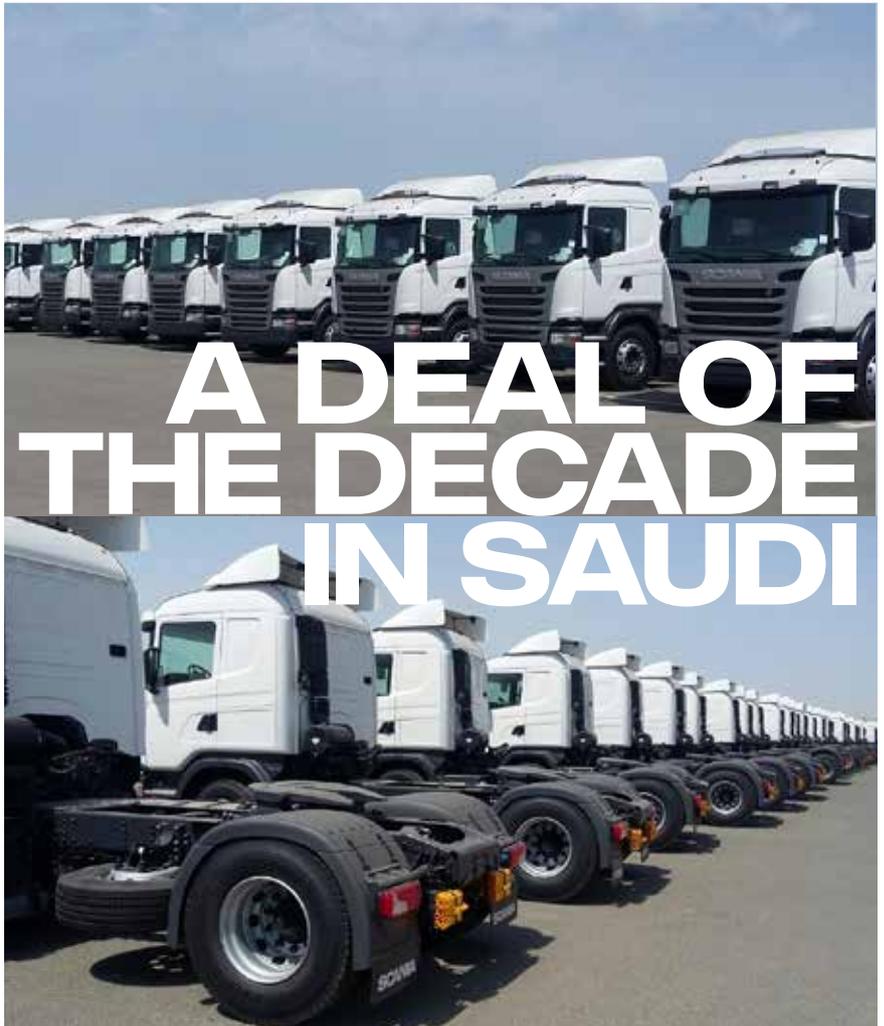
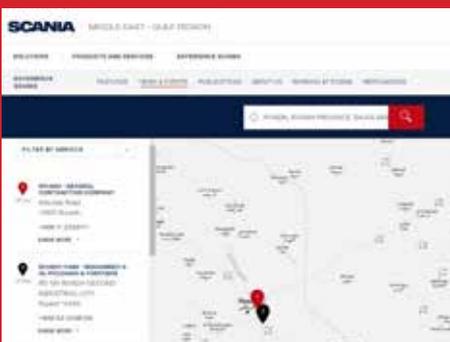
*Scania Middle East and Partners attend Scania's global public launch for its new truck generation in Paris, France last August 23.*

# SCANIA MIDDLE EAST REGIONAL WEBSITE

[www.scania.com/ae/en/home](http://www.scania.com/ae/en/home)

Scania Middle East launched its first ever regional website for the Gulf. It is aligned with Scania's global online presence which undergone a major transformation and development at the start of the year. The new regional web site will have a clear focus on news, images and interactive product information about Scania's operations, businesses and transport solutions that are available in the Gulf market.

Scania Middle East's new web site is a comprehensive arena for information not just about Scania, but also its renowned and trusted partners/dealers in each market. It shall also showcase global developments within the transport and logistics fields – with a significant focus on sustainability. The web site went live in November 30. ■



**SAUDI:** GCC Olayan and Scania have concluded a momentous deal with Al Bassami for 300 units of Scania LA 4x2 Long Haulage Tractor heads which was delivered by August. Al Bassami International Group is Saudi Arabia's leading vehicle and equipment transporter. The Group started its activity in 1968.

Al Bassami International Group has a variety of activities in which they have a competitive advantage. The activities mainly include all kinds of vehicle transportation services, transportation of goods and supplies and special transportation services.

This is not the first association of Scania and GCC Olayan with Al Bassami as they already have a considerable number of Scania trucks in their fleet and it is the premium build quality and high uptime of Scania trucks that induced Al Bassami to choose Scania again. Scania long haulage tractors often set benchmark in terms of higher reliability, fuel efficiency, safety standards and lower operational cost for fleet operators thereby ensuring the satisfaction of the customers and customer's customer. With an emphasis and focus on maximum uptime for customers, GCC Olayan has a wide and continually expanding network of after-sales counters and service workshops across all the major cities in Saudi Arabia which ensures one stop solution for all kinds of repair and maintenance of Scania trucks.

Scania which is celebrating its 125th anniversary this year is not just a commercial trucks manufacturer but rather places itself in the automotive market as a sustainable total transportation solutions provider. ■

# SUSTAINING CONCRETE SOLUTIONS IN ABU DHABI



**ABU DHABI:** CIFA, the company that revolutionized the methods in concrete production and distribution, commemorated its partnership with Bin Brook Motors & Equipment L.L.c. in Abu Dhabi, U.A.E. last September 27, 2016. Mr. Ayman Hafez, Sales Director of Bin Brook Motors & Equipment, opens the ceremony and welcomed the guests who participated in the occasion. The event was celebrated successfully and joined by representatives from leading ready-mix companies, construction firms and commercial vehicle distributors in the country to experience firsthand the remarkable equipment advanced by CIFA.

Mr. Walid Eldessouki, General Manager of Bin Brook Motors & Equipment recognized the previous relationship with CIFA "We carefully selected the right Team to prove that Bin Brook can do it. We are not just dealer that provide trucks or equipment but we also provide solutions and right services with the support of Scania and CIFA."



Mr. Walid Eldessouki and Mr. Diego Bertati  
(CIFA S.P.A. Area Manager Middle East)

The event showcased CIFA K55L and K42L meter Truck-Mounted Concrete Pump mounted on Scania G410 CB 8x4 Chassis, HD9 Truck Mixer mounted on Scania P410 CB 6x6 and HD12 Truck Mixer mounted on Scania G410 CB 8x4. Different tailor-made Batching Plants including 1 day erection of CIFAMOBILE 50 was also featured during the event. Evidently, some of the guest shows interest with the equipment and learned the product's advance technology during the demonstration. ■

## ARACO LAUNCHES NEW FINANCIAL SOLUTION

**QATAR:** ARACO launches the new Scania Financing option, which provides affordable, reliable and competitive

financing rates, to provide customers with flexible solutions that ensure predictable costs and manageable risks over the entire cycle of the term. Whether a customer needs help in financing for an expansion of their fleet, ARACO is ready to assist them.



ARACO's new headquarters & facility in Doha, Qatar

"We are confident and strong enough to face the challenges ahead and we will continue to grow and expand our business despite the macro-economy environment that we are facing. We highly value our customers by providing them the best customer support services, we never stop thinking of some techniques on how to attract our clients to continue patronizing our products," said Mr. Antoine Azar, General Manager of ARACO.



Mr. Antoine Azar, General Manager - ARACO

ARACO believes that fulfilling client's expectation is the best weapon to contend economic downstream, developing new strategies, as well as introducing the right products to the market will help the company to succeed in every endeavour. Increasing offerings will help to better serve the loyal customers.

"We are trying our best to offer full support to our clients, we listen to their suggestions and understand their business' underlying conditions," added Mohamed Aroua, Scania Sales Manager of ARACO. ■

# A COLOR LIKE NO OTHER



Mr. Kamil A'Shalwani with his uniquely colored Scania truck.

**OMAN:** SATA received a request from Abu Zaki Trading Company, one of the leading retailers of ceramic tiles, sanitary ware and electrical accessories in Oman, to order a very special color. With their long-term experience in the market, they knew exactly what they were looking for: turquoise aqua.

So Mr. Kamil A'Shalwani, the managing director of Abu Zaki Trading Company, in charge of operations

and logistics, and our Sales Engineer Vineeth K. sat together to find the closest match from Scania factory for their custom color. The result was Pastel Turquoise RAL 6034.

Not only does the truck make heads turn on the streets and roads of Oman, it also loads double the weight of a truck they once used, with a fuel efficiency that is enormous, compared to a non-European 4X2 with cargo weight of near 10 tons.

The P360 sleeper cab with aluminum cargo body and a payload of 20 tons, 315/80/22.5 tyres, Hiab crane, Scania Opticruise and Retarder is the optimized truck for the company's operations and is the result of many meetings and discussions with the customer to provide him with the correct truck to meet his needs, add value and reduce his operational cost.

A fourth Scania truck is in the pipeline for the coming year, and of course the color will be the same special order, plus additional safety features, including rear and front camera, and remote door locking. ■

## 1,111 DRIVERS COACHED IN ECO-DRIVING TECHNIQUES



Top: David Boyle coaching one of his many students.  
Bottom: David's favorite past time and passion - riding his motorcycle with a group around UAE.

**DUBAI:** David Boyle joined Al Shirawi Enterprises in Dec 2012, to implement Company's initiative to promote safe and economical driving standard for SCANIA Customers. The company desires customers to notice that a driver holds the key to truck profitability. They could start to make big savings from their SCANIA trucks by coaching their drivers from an experienced coach.

Al Shirawi's initiative has been rewarding. Until October end 1,111 drivers were coached by David. Customers have experienced the change in their driver's driving habit after the coaching. Immediate savings of 10-30% were realized in fuel consumption by some customers. Additional gains are realized in lower maintenance cost, longer life of engine, gearbox and wear and tear of parts. Further on after driver's familiarization with truck design, technology, controls on the dashboard the drivers are more comfortable and confident behind the wheels, in the overload conditions that prevail in the market place.

Customer managers and drivers have been showing greater interest with passing time. To help Customers to select right driver, Al Shirawi is also offering to assess the candidate's driving skills and knowledge. In last four years, David has also undertaken Scania Academy's overseas training assignments in Pakistan, India and Bulgaria. He is a Scania Academy certified trainer and also trained in the new Scania generation truck. ■





SCANIA FINANCIAL SERVICES

**TAKES YOUR  
BUSINESS  
EVEN FURTHER**

**SCANIA**